

FIG. 1

25 → 23 33 → 43 → 41

Summary View		Growth Equ'n		1998	1999	% Chg vs LY
Growth		Total Population		270,253,500	273,537,800	1.2%
Retail Sales		# of Households		100,100,900	101,562,700	1.5%
Chains		HH Consumption		31.5	31.0	-1.8%
Roofops		Units		3,158,000,000	3,145,000,000	-0.4%
\$ / Rooftop		Avg Price Paid		\$1.96	\$1.93	-1.7%
Key Players		Retail Dollars		\$6,196,000,000	\$6,066,000,000	-2.1%
Race/Ethnicity		Corp \$ Share		53.4%	54.9%	1.5%
Income		Corp Retail \$		\$3,306,426,300	\$3,330,025,100	0.7%
Age						

Actual Values		+ U Sh Chg		+ \$ Sh Chg		+ Avg Price		+ Discnt %		+ Units 98		+ \$ Paid 98		+ U % Chg		+ \$ % Chg		+ APP Chg	
% of Total		% of Row		% of Column		Go to Metro													

Industry 1999		General		Channel		Chain		Grand Total	
Table Output: Actual Values		CARD SHOP		DISCOUNT		FOOD		DRUG	
Parent		Brand		Data					
COMPANY A		Units 99		\$ Paid 99					
COMPANY B		Units 99		\$ Paid 99					
OTHER		Units 99		\$ Paid 99					
Total Units 99									
Total \$ Paid 99									

Fig. 2

$11 \rightarrow 41$
 $23 \rightarrow 33$
 $43 \rightarrow 76$

Growth Eq'n	1998	1999	% Chg vs LY
Total Population	270,253,500	273,537,800	1.2%
# of Households	100,100,900	101,562,700	1.5%
HH Consumption	31.5	31.0	-1.8%
Units	3,158,000,000	3,145,000,000	-0.4%
Avg Price Paid	\$1.96	\$1.93	-1.7%
Retail/Dollars	\$6,196,000,000	\$6,066,000,000	-2.1%
Corp & Share	53.4%	54.9%	1.5%
Corp Retail \$	\$3,306,426,300	\$3,330,025,100	0.7%

Summary View	Growth		\$ / Rooftop	Key Players	Race/Ethnicity	Income	Age
	Retail Sales	Chains					
	Rooftops						

+	U Sh Chg
+	\$ Sh Chg
+	Avg Price
+	Discont %
+	Units 98
+	\$ Paid 98
+	U % Chg
+	\$ % Chg
+	APP Chg

Actual Values	% of Total	% of Row	% of Column	Go to Metro
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Industry 1999									
Table Output: % of Total									
Parent	Brand	Data	General		Chain		OTHER	Grand Total	
			CARD SHOP	DISCOUNT	FOOD	DRUG			
COMPANY A		Units 99	24.3%	10.0%		6.7%	8.8%	1.6%	51.5%
		\$ Paid 99	25.6%	10.4%		7.8%	9.5%	1.5%	54.9%
COMPANY B		Units 99	3.8%	9.5%		7.7%	5.8%	1.7%	28.5%
		\$ Paid 99	3.9%	12.0%		9.2%	7.4%	2.0%	34.4%
OTHER		Units 99	10.3%	5.6%		1.1%	0.7%	2.4%	20.1%
		\$ Paid 99	5.4%	2.4%		0.8%	0.5%	1.5%	10.7%
Total Units 99			38.4%	25.1%		15.5%	15.3%	5.8%	100.0%
Total \$ Paid 99			35.0%	24.8%		17.8%	17.4%	5.0%	100.0%

Fig 3

23 → 33



Industry 1999									
Table Output: % of Row									
Parent	Brand	Data	General		Channel		Chain		
			CARD SHOP	DISCOUNT	FOOD	DRUG	OTHER	Grand Total	
COMPANY A		Units 99	47.2%	19.5%	13.1%	17.1%	3.2%	100.0%	
		\$ Paid 99	46.7%	19.0%	14.1%	17.4%	2.8%	100.0%	
COMPANY B		Units 99	13.4%	33.3%	26.9%	20.4%	6.1%	100.0%	
		\$ Paid 99	11.3%	34.8%	26.7%	21.5%	5.7%	100.0%	
OTHER		Units 99	51.2%	27.7%	5.7%	3.4%	12.0%	100.0%	
		\$ Paid 99	50.9%	22.3%	7.8%	4.7%	14.2%	100.0%	
Total Units 99			38.4%	25.1%	15.5%	15.3%	5.8%	100.0%	
Total \$ Paid 99			35.0%	24.8%	17.8%	17.4%	5.0%	100.0%	

410


33
33

Growth Equ'n	1998	1999	% Chg vs LY
Total Population	270,253,500	273,537,800	1.2%
# of Households	100,100,900	101,562,700	1.5%
HH Consumption	31.5	31.0	-1.8%
Units	3,158,000,000	3,145,000,000	-0.4%
Avg Price Paid	\$1.96	\$1.93	-1.7%
Retail Dollars	\$6,196,000,000	\$6,066,000,000	-2.1%
Corp & Share	53.4%	54.9%	1.5%
Corp Retail \$	\$3,306,426,300	\$3,330,025,100	0.7%

Summary View	
Growth	
Retail Sales	
Rooftops	Chains
\$ / Rooftop	
Key Players	
Race/Ethnicity	
Income	Age

Actual Values	+ U \$ Chg
% of Total	+ \$ Sh Chg
% of Row	+ Avg Price
% of Column	+ Discnt %
Go to Metro	+ Units 98
	+ \$ Paid 98
	+ U % Chg
	+ \$ % Chg
	+ App Chg

26
27
29
31

CLOSE
UP

Industry 1999						
Table Output: % of Column						
Parent	Brand	Data	General		Chain	
			CARD SHOP	DISCOUNT	FOOD	DRUG
COMPANY A	Units 99		63.3%	40.0%	43.3%	57.5%
	\$ Paid 99		73.3%	42.1%	43.6%	54.6%
COMPANY B	Units 99		9.9%	37.8%	49.3%	38.0%
	\$ Paid 99		11.1%	48.3%	51.7%	42.5%
OTHER	Units 99		26.8%	22.1%	7.4%	4.4%
	\$ Paid 99		15.6%	9.6%	4.7%	2.9%
Total Units 99			100.0%	100.0%	100.0%	100.0%
Total \$ Paid 99				100.0%	100.0%	100.0%
						Grand Total
						51.5%
						54.9%
						34.4%
						20.1%
						10.7%
						100.0%
						100.0%

51

25
27
29
31

83 → 83

Actual Values	U Sh Chg	Summary View	Growth Equ'n	1998	1999	% Chg vs LY
% of Total	\$ Sh Chg	Growth	Total Population	270,253,500	273,537,800	1.2%
% of Row	Avg Price	Retail Sales	# of Households	100,100,900	101,562,700	1.5%
% of Column	Discount %	Rooftops	HH Consumption	31.5	31.0	-1.8%
Go to Metro	Units 98	Chains	Units	3,158,000,000	3,145,000,000	-0.4%
	\$ Paid 98	\$ / Rooftop	Avg Price Paid	\$1.96	\$1.93	-1.7%
	U % Chg	Key Players	Retail Dollars	\$6,196,000,000	\$6,066,000,000	-2.1%
	\$ % Chg	Race/Ethnicity	Corp \$ Share	53.4%	54.9%	1.5%
	APP Chg	Income	Corp Retail \$	\$3,306,426,300	\$3,330,025,100	0.7%

Industry 1999		Chain				Grand Total	
Parent	Brand	General		Channel		Chain	
		CARD SHOP	DISCOUNT	FOOD	DRUG	OTHER	
COMPANY A	Units 99	24.3%	10.0%	6.7%	8.8%	1.6%	51.5%
	\$ Paid 99	25.6%	10.4%	7.8%	9.5%	1.5%	54.9%
	Avg Price Paid	\$2.04	\$2.01	\$2.23	\$2.09	\$1.82	\$2.06
COMPANY B	Discount %	-5%	-17%	-10%	-3%	-12%	-8%
	Units 99	3.8%	9.5%	7.7%	5.8%	1.7%	28.5%
	\$ Paid 99	3.9%	12.0%	9.2%	7.4%	2.0%	34.4%
OTHER	Avg Price Paid	\$1.97	\$2.43	\$2.32	\$2.46	\$2.18	\$2.33
	Discount %	-30%	-17%	-20%	-14%	-27%	-19%
	Units 99	10.3%	5.6%	1.1%	0.7%	2.4%	20.1%
Total Units 99	\$ Paid 99	5.4%	2.4%	0.8%	0.5%	1.5%	10.7%
	Avg Price Paid	\$1.02	\$0.83	\$1.41	\$1.45	\$1.22	\$1.03
	Discount %	-44%	-50%	-24%	-22%	-31%	-42%
Total \$ Paid 99		38.4%	25.1%	15.5%	15.3%	5.8%	100.0%
Total Avg Price Paid		35.0%	24.8%	17.8%	17.4%	5.0%	100.0%
Total Discount %		-17%	-22%	-16%	-9%	-24%	-17%

21

Fig. 6

23 33 43 41

Actual Values	U Sh Chg	Summary View	Growth Equ'n	Los Angeles	% Chg vs LY	National
25	- \$ Sh Chg	Growth	Total Population	16,124,200	1.7%	273,537,800
27	- Avg Price	Retail Sales	# of Households	5,294,200	2.0%	101,562,700
29	+ Discnt %	Rooftops	HH Consumption	19.7	5.4%	31.0
31	+ Units 98	\$ / Rooftop	Units	104,122,271	7.5%	3,145,000,000
43	+ \$ Paid 98	Key Players	Avg Price Paid	\$2.04	-1.1%	\$1.93
		Ethnic	Retail Dollars	\$212,495,851	6.3%	#####
		Income	Corp \$ Share	57%	-3.3%	55%
		Age	Corp Retail \$	\$120,516,583	0.5%	#####

Parent	Brand	Table Output: % of Total
COMPANY A	Units 99	22.0%
	U Share Chg	0%
	Avg Price Paid	\$2.20
	\$ Paid 99	23.7%
	\$ Share Chg	2%
COMPANY B	Units 99	3.1%
	U Share Chg	-1%
	Avg Price Paid	\$2.07
	\$ Paid 99	3.2%
	\$ Share Chg	-1%
OTHER	Units 99	7.9%
	U Share Chg	1%
	Avg Price Paid	\$1.27
	\$ Paid 99	4.9%
	\$ Share Chg	0%
Total Units 99		33.0%
Total U Share Chg		0%
Total Avg Price Paid		\$1.96
Total \$ Paid 99		31.8%
Total \$ Share Chg		1%

General	Channel	Chain	Grand Total
CARD SHOP	DRUG	FOOD	
22.0%	18.7%	7.4%	5.2%
0%	-2%	-1%	0%
\$2.20	\$2.00	\$2.52	\$1.60
23.7%	18.4%	9.1%	4.1%
2%	-3%	-1%	-1%
3.1%	2.9%	15.0%	7.7%
-1%	-1%	1%	2%
\$2.07	\$2.32	\$2.18	\$2.59
3.2%	3.3%	16.0%	9.8%
-1%	-1%	1%	3%
7.9%	1.2%	0.4%	4.3%
1%	0%	-1%	1%
\$1.27	\$1.47	\$1.42	\$1.46
4.9%	0.9%	0.3%	3.1%
0%	0%	0%	1%
33.0%	22.9%	22.8%	17.2%
0%	-3%	-1%	3%
\$1.96	\$2.01	\$2.28	\$2.01
31.8%	22.6%	25.4%	16.9%
1%	-4%	0%	3%

Parent	Brand	Table Output: % of Total
COMPANY A	Units 99	22.0%
	U Share Chg	0%
	Avg Price Paid	\$2.20
	\$ Paid 99	23.7%
	\$ Share Chg	2%
COMPANY B	Units 99	3.1%
	U Share Chg	-1%
	Avg Price Paid	\$2.07
	\$ Paid 99	3.2%
	\$ Share Chg	-1%
OTHER	Units 99	7.9%
	U Share Chg	1%
	Avg Price Paid	\$1.27
	\$ Paid 99	4.9%
	\$ Share Chg	0%
Total Units 99		33.0%
Total U Share Chg		0%
Total Avg Price Paid		\$1.96
Total \$ Paid 99		31.8%
Total \$ Share Chg		1%

Fig. 7

23 → 93

43

41

Actual Values
% of Total
% of Row
% of Column
Go to US Tot

25
27
24
31
43

Metro LOS ANGELES

+ U Sh Chg
- S Sh Chg
- Avg Price
+ Discnt %
+ Units 98
+ S Paid 98

Summary View
Growth
Retail Sales
Rooftops
\$/ Rooftop
Key Players
Ethnic
Income
Age

Growth Equ'n	Los Angeles	% Chg vs LY	National
Total Population	16,124,200	1.7%	273,537,800
# of Households	5,294,200	2.0%	101,562,700
HH Consumption	19.7	5.4%	31.0
Units	104,122,271	7.5%	3,145,000,000
Avg Price Paid	\$2.04	-1.1%	\$1.93
Retail Dollars	\$212,495,851	6.3%	#####
Corp \$ Share	57%	-3.3%	55%
Corp Retail \$	\$120,516,583	0.5%	#####

Industry 1999		General		Channel		Chain		OTHER	
Table Output: % of Column		CARD SHOP		DRUG		FOOD		DISCOUNT	
Parent	Brand	Data		CHAIN DRUG		INDEP DRUG		DD DRUG	
COMPANY A BRAND 1	Units 99	55.8%	87.4%	37.8%	0.0%	32.3%	29.5%	5.6%	
	Avg Price Paid	\$2.19	\$2.03	\$1.44	0.0%	\$2.52	\$1.58	\$2.05	
	\$ Paid 99	62.3%	85.7%	35.9%	0.0%	35.8%	23.3%	6.9%	
BRAND 2	\$ Share Chg	0%	-3%	0%	0%	-1%	-1%	0%	
	Units 99	10.7%	0.8%	8.6%	0.0%	0.0%	0.7%	29.9%	
	Avg Price Paid	\$2.24	\$1.89	\$1.06	0.0%	0.0%	\$2.46	\$2.12	
COMPANY B	\$ Paid 99	12.3%	0.7%	6.0%	0.0%	0.0%	0.8%	38.4%	
	\$ Share Chg	2%	0%	0%	0%	0%	0%	1%	
	Units 99	9.4%	9.7%	11.1%	100.0%	65.7%	44.9%	9.2%	
OTHER	Avg Price Paid	\$2.07	\$2.57	\$2.41	\$1.67	\$2.18	\$2.59	\$2.39	
	\$ Paid 99	10.0%	12.0%	17.7%	100.0%	63.1%	57.8%	13.3%	
	\$ Share Chg	-1%	0%	0%	-1%	1%	3%	0%	
Total Units 99	Units 99	24.0%	2.1%	42.6%	0.0%	1.9%	24.9%	55.3%	
	Avg Price Paid	\$1.27	\$1.54	\$1.43	0.0%	\$1.42	\$1.46	\$1.23	
	\$ Paid 99	15.5%	1.6%	40.3%	0.0%	1.2%	18.1%	41.3%	
Total Avg Price Paid	\$ Share Chg	0%	0%	0%	0%	0%	1%	0%	
	Units 99	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Avg Price Paid	\$1.96	\$2.07	\$1.51	\$1.67	\$2.28	\$2.01	\$1.65	
Total \$ Paid 99	\$ Paid 99	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	\$ Share Chg	1%	-3%	-1%	-1%	0%	3%	1%	
	Units 99								

Fig. 8